



3<sup>d</sup> 2643

PATENTS

Attorney Docket No. UV-193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : David M. Berezowski et al.  
Application No. : 09/823,705 Confirmation No. : 7437  
Filed : March 30, 2001  
For : SYSTEMS AND METHODS FOR IMPROVED  
AUDIENCE MEASURING  
Group Art Unit : 2643  
Examiner : Not yet assigned  
Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

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JUL 29 2004

Technology Center 2600

PRELIMINARY AMENDMENT

Sir:

Prior to examination please amend the  
above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 43 of this paper.



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New York, New York 10020  
July 21, 2004

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P.O. Box 1450  
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TRANSMITTAL LETTER

Sir:

Transmitted herewith: ☒ a Preliminary Amendment;  
☐ a Reply to Office Action; ☐ a Supplemental Amendment;  
☐ a substitute Specification; ☐ a Declaration; ☐ a  
Supplemental Declaration; ☐ a Power of Attorney; ☐ an  
Associate Power of Attorney; ☐ formal drawings; to be filed  
in the above-identified patent application.

FEE FOR ADDITIONAL CLAIMS

☒ A fee for additional claims is not required.  
☐ A fee for additional claims is required.

The additional fee has been calculated as shown below:

CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEES
TOTAL CLAIMS 231 - 237	* = 0	X \$ 18 =	\$0.00	
INDEPENDENT CLAIMS 9 - 9	** = 0	X \$ 86 =	\$0.00	
FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM		+ \$290 =	\$0.00	
* If less than 20, insert 20.		TOTAL	<u>\$0.00</u>	
** If less than 3, insert 3.				

[ ] A check in the amount of \_\_\_\_\_ in payment of the filing fee is transmitted herewith.

[X] The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

[ ] Please charge \$\_\_\_\_\_ to Deposit Account No. 06-1075 in payment of the filing fee. A duplicate copy of this transmittal letter is transmitted herewith.

EXTENSION FEE

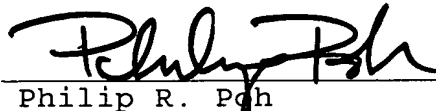
[ ] The following extension is applicable to the Response filed herewith; [ ] \$110.00 extension fee for response within first month pursuant to 37 C.F.R. § 1.136(a); [ ] \$420.00 extension fee for response within second month pursuant to 37 C.F.R. § 1.136(a); [ ] \$950.00 extension fee for response within third month pursuant to 37 C.F.R. § 1.136(a); [ ] \$1,480.00 extension fee for response within fourth month pursuant to 37 C.F.R. § 1.136(a); [ ] \$2,010.00 within fifth month pursuant to 37 C.F.R. § 1.136(a).

[ ] A check in the amount of [ ] \$110.00; [ ] \$420.00; [ ] \$950.00; [ ] \$1,480.00; [ ] \$2,010.00 in payment of the extension fee is transmitted herewith.

[X] The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.17 in connection with the paper(s) transmitted herewith, or to credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

[ ] Please charge the [ ] \$110.00; [ ] \$420.00; [ ] \$950.00; [ ] \$1,480.00; [ ] \$2,010.00 extension fee to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

Respectfully submitted,



Philip R. Poh  
Registration No. 51,176  
Agent for Applicants  
FISH & NEAVE  
Customer No. 1473  
1251 Avenue of the Americas  
New York, New York 10020-1105  
Tel.: (212) 596-9000  
Fax : (212) 596-9090

I hereby certify that this  
Correspondence is being  
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Addressed to:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450 on

July 21, 2004

Lillian Garcia

  
Signature of Person Signing